



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF AUGUST 9, 2021

Success Stories



EWDD INCUBATORS - Cultivating new entrepreneurs

REBOOTLA HELPS RETURNING CITIZEN EXPAND CODING SKILLS

Keefe (above) was sent to prison at the age of 19 and given a 30-year sentence. During his sentence, Keefe decided to change the trajectory of his life. Keefe obtained his A.A. degree in Technology, mentored inmates, facilitated groups, and enrolled in the Last Mile program, an immersive tech program for incarcerated individuals. Given all the work he had put in to change

his life, Governor Gavin Newsom commuted his sentence. After serving 13 years, Keefe returned home on August 30th, 2020.

To further expand his coding skills and pursue his passion for technology, Keefe joined the RebootLA program in January 2021. Keefe said he joined because “I had these coding skills and I fell in love with technology and coding and applications. I believed I was fairly good enough at it that I wanted to just see where it would go. Honestly speaking, RebootLA was the first opportunity I had to get involved in something immediately. And it also turned out to be the best one at that time because there was no other program that would help me and give me a stipend and all of that.” Through the program, Keefe learned soft skills, including professionalism, the tech industry workflow and software databases, such as Structured Query Language (SQL). Keefe carried over the lessons he learned in the RebootLA program into his own consulting business Yagni, which is derived from the software engineering principle of ‘ya ain’t gonna need it.’ His consulting business advises developers to be conscious of what they’re implementing into their applications and progressively optimizing to reach the dream idea.

His tips for prospective students, especially for returning citizens? “You have to enjoy coding in web development because in order to get to a place where you’re employable, you’re going to be coding eight hours a day. Employers are also going to expect you to have people skills—you are going to have to work well with others. If you are a returning citizen, you need to be just as mindful of your technical skills as well as your soft skills and ensure that you’re not bringing into that space that former life.” Keefe added that he is grateful to the RebootLA program for helping him move forward in life and is taking advantage of all opportunities coming his way.

RebootLA is a partnership between the City and Sabio, a Los Angeles-based company that was established in 2013 with the mission of increasing the participation of women and people of color in the innovation economy.



MID-CITY BSC ASSISTS CLIENT'S ABILITY TO PROVIDE QUALITY CARE

The Mid-City BusinessSource Center recently connected two BSC clients, resulting in a partnership that provides intellectually and developmentally disabled adults an opportunity to gain work experience. For the past three years, the BSC has provided extensive business counseling to Lennie Brown, owner of Brown and Brown Quality Care Facility, Inc. (BBQC). His business is dedicated to assisting adults with disabilities to achieve economic security by overcoming barriers to employment while increasing self-sufficiency. BBQC identifies the strengths of the job seekers and pairs them with a coach to sharpen their skills so they may enter or retain employment. The organization also provides career services, including assistance with job searches, job training, job placement, self-employment, entrepreneurial activities, and other supportive living services. Clients are often hired to be restaurant workers, custodial workers and cleaners. BBQC instituted strict social distancing and health and safety requirements due to COVID-19.

A long-term partnership

Since BBQC was founded in 2018, the BSC has Lennie provided guidance on how to develop and grow the business, including supportive business and credit counseling, access to capital, cash flow management, sourcing commercial space and equipment, and other resources. (BBQC was previously featured in the November 4, 2019 issue of EWDD Updates). In 2019, the Mid-City BSC, overseen by EWDD partner PACE, helped Lennie successfully secure a contract with a local State of California Department of Development Services (DDS) Regional Center, a system of nonprofit corporations that provide services and support for individuals with developmental disabilities. The BSC then helped Lennie secure a microloan, capital that allowed him to hire two new employees needed in order to perform the duties outlined in the contract.

Since BBQC was founded in 2018, the BSC has provided guidance on how to develop and grow the business, including supportive business and credit counseling, access to capital, cash flow management, sourcing commercial space and equipment, and other resources. (BBQC was previously featured in the November 4, 2019 issue of EWDD Updates). In 2019, the Mid-City BSC, overseen by EWDD partner PACE, helped Lennie successfully secure a contract with a local State of California Department of Development Services (DDS) Regional Center, a system of nonprofit corporations that provide services and support for individuals with developmental disabilities. The BSC then helped Lennie secure a microloan, capital that allowed him to hire two new employees needed to perform the duties outlined in the contract.

Similar to other small businesses, securing steady cash flow was a challenge. BSC Business Counselor Manager Wai-Ling Chin provided Lennie cash flow and credit counseling, guidance that helped him make loan payments on time and pay off the loan prior to the maturity date. The loan payment also helped improve his credit score, which paved the way for future financing opportunities.

Connecting employers to employees

For the business operation, Wai-Ling assisted Lennie in identifying employers who were seeking job placements through the center's existing business network. As a result of the referrals, another business client of the Mid-City BusinessSource Center, Tamashii Ramen House, signed a contract with BBQC to provide their clients on-the-job training.

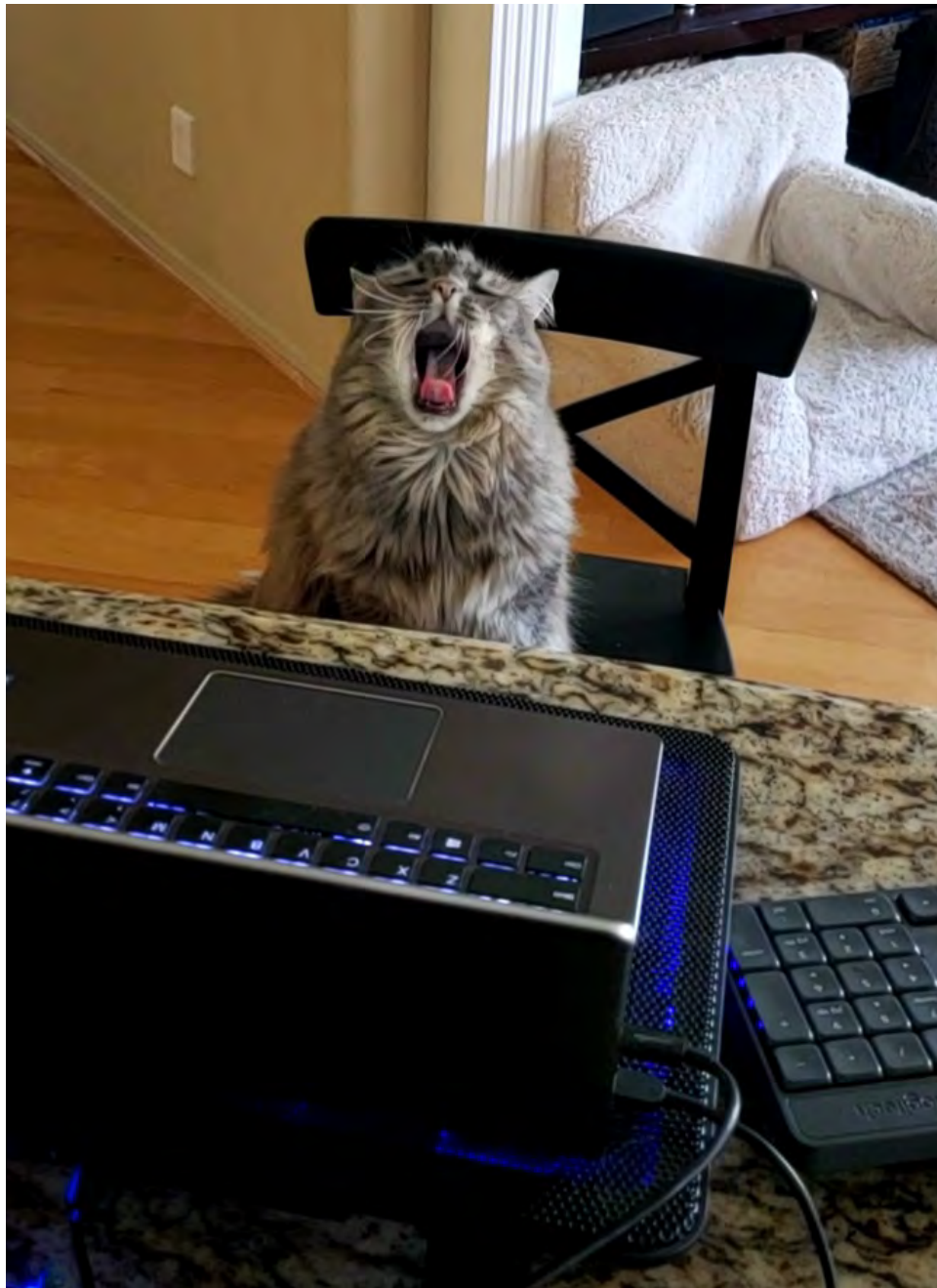
As BBQC proved to be a successful business model in providing quality care to its clients, Lennie secured a second contract with the DDS Regional Center. In June 2021, he was awarded a third contract with the South Central Los Angeles Regional Center to assist independent living for intellectually and developmentally disabled adults.

BBQC is located in Council District 8.

EWDD'S "MEET THE TEAM TUESDAY"

EWDD recently launched "Meet the Team Tuesday," a social media campaign designed to humanize the team behind critical pandemic assistance programs that are essential to the City's economic recovery. Due to health and safety restrictions, the majority of EWDD's staff has worked from home during COVID-19. The campaign features images of EWDD's pets (work from home companions), along with pandemic hobbies (gardening, etc).

This week, @LAEWDD featured Maggie.



#MeetTheTeamTuesday - CAT PRETENDS TO BE EWDD WEBMASTER

Meow! My name is Maggie. This is me, pretending to be my mom Heidi. She is the webmaster of EWDD.

I try my best to distract her from working.

I walk across her keyboard. I wave my tail in her face. I place my paws on her key board and meow "Stop!"

But she still devotes really long hours making sure that EWDD's website is up and running. She says that EWDD's work is important because the City's WorkSource, YouthSource and BusinessSource Centers offer countless resources that helped Angelenos during the pandemic and continue to help them today.

I am BORED and annoyed when she is working. But then I see her upload success stories about Angelenos finding new jobs after being laid off during COVID-19, or youth who gained work experience during a virtual internship, or a small business that received COVID-19 financial assistance and can now successfully reopen.

And I realize that I am ok with sharing her after all.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

LA CARES Corps: coronavirus.lacity.org/CARESCorps

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) August 2, 2021 to August 6, 2021	
Number of walk-ins	1,251
Number of walk-ins by appointment	687
Number of call/emails	2,652
Number of calls regarding Unemployment Insurance (UI)	556

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending August 6, 2021	
Number of applications	3,618
Number of youth in lottery pool	2,675
Number of youth enrolled	711
YouthSource Center (YSC) enrollments	132
YSC enrollment goal	2,100
Percent complete	6.29%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

August 2, 2021 to August 6, 2021

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

Microenterprise assisted	97
Microenterprise enrolled	13
Small businesses assisted	21
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	17
Sidewalk vendors assisted	7
Sidewalk vendors enrolled	1



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

[1200 West 7th Street](#)
[Los Angeles CA 90017](#)

213-744-7300
711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org